

## GD MFA Studio\_Visual Research\_Syllabus\_MICA\_Fall\_2008

Ellen Lupton and Jennifer Cole Phillips

REVISED NOV 10, 2008

SYLLABUS COVERING PERIOD FROM 10/20-11/23

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### October 20

Fall break, no class

#### REVISED: Reading due next week, all students:

Tom Ockerse, "Principles in Action for the Graphic Designer," 1984 (download)

#### Sign Study 1 (Adbuster Flag competition)

The Adbusters "One Flag" competition. Adbusters is holding an international online competition to design a symbol for people who wish to identify with humanity at larger rather than with a national group designation. "Those who have the vision to rise above national and political boundaries still have no symbol to rally under. We invite you to create a flag – free from language and well-worn clichés – that embodies the idea of global citizenship. A symbol that triggers pride and cohesion, whether worn on a backpack, displayed on a door, or flown on a flagpole. A symbol for anyone to declare membership in a growing and vital human cooperative." More details about the competition: <http://www.adbusters.org/campaigns/oneflag>

Design one or more responses to the problem; create a PDF, 8.5 x 11 horizontal, to display on screen and discuss in class. As always, design your work in a high-res format. See the detailed instructions on the Adbusters site regarding file formats: <http://www.adbusters.org/campaigns/oneflag/submit>

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### October 27

9:00–12:00

**All students:** Discuss reading.

**First-year students:** Show and discuss Sign Study 1 (Flag).

1:00–3:00

**Thesis:** *Armstrong, Bjornard, Davis, Muir.*

Present thesis progress.

Second phase of Sign Study 1 (Flag): develop variations of your concept based on the three kinds of sign: symbol, icon, and index. Create a revised final flag design as needed.

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### October 31, November 1, 2

Andrew Blauvelt Workshop

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**Reading due next week, November 3, all students:** Roland Barthes, "The Death of the Author," p142–148, and "From Work to Text," 155–164, *Image/Music/Text*. We will discuss new project, which will be completed by both first- and second-year students.

Also, please email Ellen a jpeg showing an example of what you consider to be "experimental typography" (created by any designer, any time period).

### **November 3**

9:00–10:30

**First-year students:** Show and discuss Sign Study 1 (Flag).

11:00

**First-year and Thesis students:** Discuss reading plus Sign Study 2.

1:00–3:00

**Thesis:** *Clifford, Galbreath, Ha, Lewis-Archibald, Venne.*

Present thesis progress.

**Work due next week:** Sign Study 2. See project sheet for details.

Each student will complete Flag as needed and bring hi-res files plus files for sign studies to class; post design on Adbusters site as instructed by Adbusters.

**Thesis, due next week:** Mid-semester review, 10-minute presentations.

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### **November 10**

9:00–11:30

**All students:** Show and discuss Sign Study 2 (Experimental Type).

12:30–3:00

*Note earlier start for afternoon to make more time for discussion.*

**All thesis students:** Mid-semester presentations, 10 minutes each.

All first- and second-year students to attend.

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### **November 14, 15, 16**

Gail Anderson Workshop

Reading has been provided.

Schedule:

Friday, noon-4:00

Lecture at 1:00pm

Saturday:

Noon-4:00

Party at Lupton Miller House

6:00–9:00 pm

Sunday:

10:00am - 1:00pm (subject to change with Visiting Artist)

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### **November 17**

9:00–12:00

**All students:** Show and discuss Sign Study 2 (Experimental Type)

Prepare for departmental exhibition as needed.

1:00–3:00

**Thesis:** *Armstrong, Bjornard, Davis, Muir*

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**November 21, 22, 23**

Tom Ockerse workshop

Reading has been assigned.

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November 24

9:00–12:00

**First-year students:** TBA

1:00–3:00

**Thesis:** *Clifford, Galbreath, Ha, Lewis-Archibald, Venne*  
(one-on-one, as needed)

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**December 1**

9:00–12:00

**First-year students:** TBA

1:00–3:00

**Thesis:** *Armstrong, Bjornard, Davis, Muir*

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**December 8**

9:00–12:00

**First-year students:** TBA

1:00–3:00

**Thesis:** individual meetings as needed

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**December 14**

9:00–11:00

**Wrap up with first-year students**

Noon–3:00pm

**Thesis Forum with Alice Twemlow**

All students required to attend.

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